

**REMARKS**

Claims 1, 5-7 and 10-13 stand rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,329,986 to Cheng. This rejection is respectfully traversed.

During a telephonic interview with Examiner Than Vu on August 23, 2005, Mr. Vu indicated that the claims would more clearly distinguish over the prior art of record by the addition of limitations relating to the graphical nature of the display of the model and figures, and to the placement of graphical figures within the models. Pursuant to the August 23 teleconference, Applicants amended independent claims 1, 13 and 15 accordingly in an amendment filed September 13, 2005. Applicants did not receive a summary from the PTO of that interview in the previous Office Action mailed December 16, 2005, and the present Office Action only now argues that "with a closer examination of the present claim language, Cheng still reads on the claim language as described above." Cheng, even considering the new Office Action argument, does not meet the limitations of the claims however.

Claim 1 recites, *inter alia*, an information display method for displaying information about a plurality of users comprising the steps of "displaying at least one graphical model within a virtual space on [a] terminal of [a] specific user, each of said at least one graphical model being associated with a respective one of said plurality of users and including at least one graphical figure associated with an interest level of said respective one user in at least one item, the *display* of said model being responsive to registration information of said respective one user and to registration information of said specific user, and the display of each of said at least one figure being responsive to registration information of said respective one user relating to said interest level in said

item and to registration information of said specific user relating to said interest level in said item." Claims 5-12 depend from independent claim 1.

Claim 13 recites, *inter alia*, an information display system comprising a server which "displays at least one graphical model within a virtual space on [a] terminal of [a] specific user, each of said at least one graphical model being associated with a respective one of said plurality of users and including at least one graphical figure associated with an interest level of said respective one user in at least one item, the *display* of said model being responsive to registration information of an associated user and to registration information of said specific user, and the display of each of said at least one figure being responsive to registration information of said associated user relating to said interest level in said item and to registration information of said specific user relating to said interest level in said item."

Cheng fails to disclose or suggest a graphical model having at least one graphical figure which is associated with an interest level of a user and which is *displayed* in response to registration information of the user. Cheng discloses a system that comprises a priority component, but does not contain a separate figure which displays a user's interest level about an item. The "non-avatar object" of Chen, relied on by the Office Action as disclosing the graphical figure limitation, is not displayed in response to registration information of the user. Rather, at best, the non-avatar object "provides to the second avatar [*not* the user] selected information."

For at least these reasons, Applicant respectfully requests that the rejection of claims 1, 5-7 and 10-13 be withdrawn.

Claims 8, 9 and 15 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Cheng in view of Farmer et al. (U.S. Patent No. 6,476,830). The rejection is respectfully traversed.

Dependent claims 8 and 9 should be allowable at least for reasons similar to those discussed above. Farmer is relied upon for disclosing virtual sales activities and adds nothing to rectify the deficiencies of Cheng, as described herein.

Claim 15 recites, *inter alia*, a game method for communicating via a network with a virtual character presented by a server, comprising the steps of "preparing parameters of each of a plurality of users communicating with the virtual character, wherein the parameters about each user includes a file for describing a graphical model having at least one graphical figure of an item . . . , and wherein the parameters about each user includes an interest level of each user in at least one item, the *display* of said at least one figure being responsive to parameters of said user relating to said interest level in said at least one item."

As discussed in detail above, Cheng fails to disclose or suggest the *display* of said at least one figure being responsive to parameters of said user relating to said interest level in said at least one item. Also as discussed above, Farmer is relied upon for disclosing virtual sales activities and adds nothing to rectify the deficiencies of Cheng, as described herein.

For at least these reasons, Applicant respectfully requests that the rejection of claims 8, 9 and 15 be withdrawn.

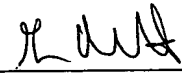
Application No. 09/781,996  
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In view of the above amendment, applicant believes the pending application is in condition for allowance.

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Respectfully submitted,

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